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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**PATENT**

Applicants:	Channing K. Barringer, et al.	Docket No.:	60655.2600
Serial No.:	10/686,967	Examiner:	Fonya M. Long
Filed:	October 16, 2003	Group Art Unit:	3689
Title:	SYSTEM AND METHOD FOR INCORPORATION OF PRODUCTS AND SERVICES INTO REALITY TELEVISION		Confirmation No.: 8084

**AMENDMENT AND REPLY**

Mail Stop AF  
Commissioner of Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Commissioner:

In reply to the final Office Action dated February 09, 2010, of which this Reply is filed within two months, please consider the following amendments and remarks:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 7 of this paper.